



## SHINE Behavior Standards

As Employees of Summit Healthcare we will:

- Always SHINE – show respect and be kind.
  - Treat others with empathy and compassion.
  - Establish a positive/special relationship with our customers, be respected by others.
  - Be loyal, respectful, confident, and demonstrate proper manners.
  - Positively represent Summit Healthcare in the workplace and in the community.
- Always work together – we are on the same team.
  - Team members include physicians and hospital staff.
  - Value the team’s unique abilities and strengths.
  - Treat co-workers with respect. Recognize their talents and contributions.
  - Accept constructive feedback and use it as a tool to grow. Avoid gossip and hurtful remarks, and think before you speak.
  - Remember, we are all here to serve our community.
- Always serve others – no job is beneath you.
  - Create and promote a joyful, caring, and respectful environment.
  - Anticipate the wants and needs of the people we serve is key to providing excellent service. Seek to understand by asking: “How can I help you?” and “Is there anything else I can do?”
  - Be an asset to co-workers - volunteer before being asked.
- Always maintain high standards of quality and safety – best practice every time.
  - Be dedicated to our medical center, take pride in the quality of our work and have confidence in our abilities.
  - Ensure high quality of service, educate, anticipate, and follow through. Know the policies and procedures, both hospital-wide and departmentally, relating to safety issues.
  - Be accountable for the safety of yourself, co-workers, patients and others.

- Always communicate clearly – be compassionate.
  - Respond with respect, honor and recognition.
  - “Ask, listen, act” – active listening – anticipating the needs of others
  - Provide clear explanations and ensuring clarity of communication.
  - Communicate information early and often; keep the information simple and succinct; and keep our patients and their families informed about their care.
  
- Always practice integrity – maintain confidentiality.
  - Inspire positive values, moral conduct, and ethical behavior.
  - Follow the confidentiality guidelines.
  - Be truthful and honest in all actions and statements.
  
- Always be accountable – take responsibility.
  - Act to reverse customer service breakdown situations using the “Anticipate, Apologize, Acknowledge, Amend” (4 A) process.
  - Admit to and learn from mistakes
  - Avoid phrases such as, “It’s not my job.” If you are unable to meet a request, you should be responsible for finding someone who can. Understand and accept the responsibilities of the job. Take charge of these responsibilities, including the financial impact of how to utilize resources.
  
- Always empower – create an environment of success.
  - Proactively influence events and outcomes.
  - Choose to have a positive attitude each day.
  - Understand Summit Healthcare’s culture and goals.
  - Empower patients and others through education, autonomy and respect.
  
- Always excel – don’t settle for mediocrity.
  - Strive for excellence in all that we do.
  - Do your best and be your best.
  - SHINE!